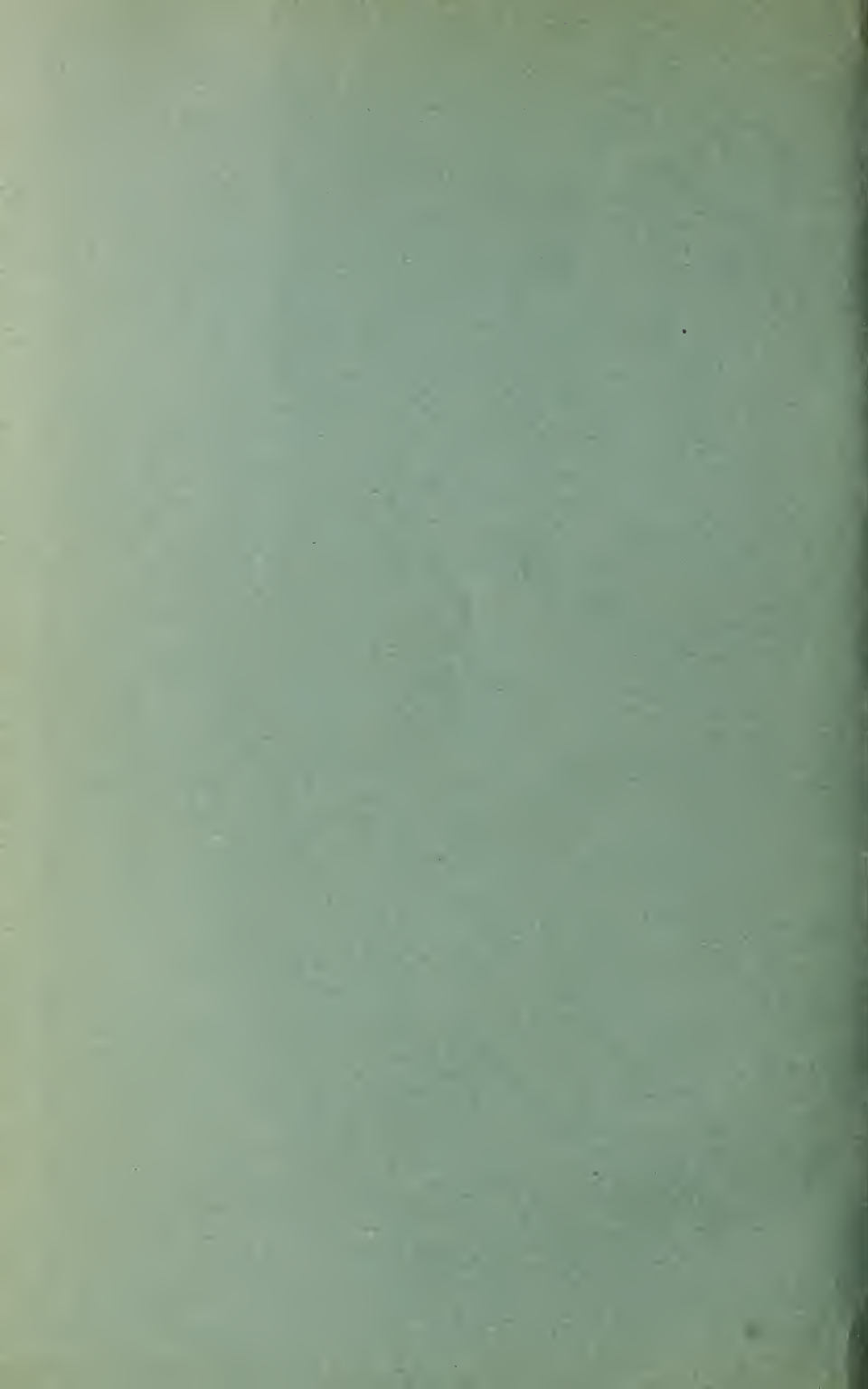


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~ THE ~
GOVERNMENT
EXHIBIT

*at the 1920
National
Dairy Show*



UNITED STATES DEPARTMENT OF AGRICULTURE,

DEPARTMENT CIRCULAR 139,

Washington, D. C.,

September, 1920.

THE GOVERNMENT EXHIBIT AT THE 1920 NATIONAL DAIRY SHOW.

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MORE than half a million dollars extracted from air, sunshine, and water—a strange alchemy, indeed. Not the sort the old chemists dreamed of—turning base metals into gold—but the kind practiced by the farmers of the dairy community at Grove City, Pa. Here community development in dairying becomes a reality, through the cooperation of practical farmers, bankers, and business men, under the direction of specialists of the United States Department of Agriculture. Last year more than half a million dollars' worth of dairy products were manufactured and sold at premium prices. Most of this sum was distributed among the farmers of the community who are engaged in the enterprise, only a small part going to pay for the operation of the creamery.

Because the results are so noteworthy, so comprehensive, and so typical of what may be accomplished in other localities, the department has chosen the Grove City community as a central figure in its exhibit at the National Dairy Show. All the department's activities that concern dairymen have a place in the organization of such a community.

The exhibits in the various booths illustrate what has actually been accomplished, and it is expected that every visitor, whether dairyman, manufacturer, business man, or extension worker, will carry home ideas that he can use in his own work.

The various features of the exhibits relating to production and manufacturing were prepared by the Dairy Division, Bureau of Animal Industry, and those relating to marketing and forage crops by the Bureau of Markets and the Bureau of Plant Industry, respectively.

COMMUNITY DEVELOPMENT AT GROVE CITY.

In 1915 the Dairy Division aided in establishing a creamery at Grove City, Pa. This creamery, built with local capital, is operated under the supervision of the Dairy Division as an adjunct to its laboratories. The creamery has stimulated production by providing a market for the milk and cream produced and at the same time has helped to bring about a general development of the community.

At first only an idea, community development in dairying became a reality through the cooperation of the Dairy Division and the farmers and business men of Grove City. The movement grew slowly the first year, more rapidly the second year, and with increasing rapidity ever since.

The cow-testing association has eliminated the poor cows and replaced them with better ones, often with purebreds. The three breeders' associations have brought in many carloads of purebred dairy cattle and found a ready market for surplus dairy animals of every kind. The two bull associations have brought good bloodlines within the reach of every farmer in the district. Federal and State veterinarians have tested 387 herds for tuberculosis, and already have placed 148 herds on the tuberculosis-free accredited list. On almost every farm the buildings have been improved, and in many cases completely remodeled. The creamery has found a satisfactory market for butter, cheese, and skim-milk products. Total sales of dairy products for last year amounted to \$505,810. Farmers are active members of the Grove City Commercial Club. The Boys' and Girls' Purebred Dairy Cattle Club is training the children to carry on development work in future years. The women, likewise interested, take an active part in business and social gatherings.

In the beginning the banks helped to finance the purchase of dairy cattle. Now the farmers are less dependent on them. Bankers, farmers, merchants—all have helped and all have prospered. The schools have improved; churches have advanced; homes have become more comfortable; and farm life has become more pleasant and attractive.

In the booths of the exhibit will be found detailed information on the lines of work which have contributed to the development of the Grove City community. Study these exhibits carefully. What the people of the Grove City community have done others can do. Their work is a lesson to wide-awake progressive and public-spirited dairymen everywhere.

DEVELOPMENT OF A DAIRY COMMUNITY.

The central feature of the whole Government exhibit is an attractive model representing the Grove City community. On one side is a rural scene and on the other a village. In the village there is a model

of the Grove City creamery, by which dairy products of the community are prepared for market. A railroad train carries the products away from the creamery. The whole exhibit shows how a community may handle its dairy products, utilizing the surplus, and putting out high-grade commodities that command good market prices.

PRODUCTS OF THE GROVE CITY CREAMERY.

So far as possible all the solids in the milk delivered at the creamery are used for the manufacture of human-food products which are usually more profitable than animal-feed products and nonedible products. The creamery purchases the farmer's skim milk as well as his cream, and there is an increasing tendency among farmers to sell the entire milk instead of keeping the skim milk on the farm.

Before the community-development work was begun practically no dairy products were shipped from Grove City. The following figures show the extent of dairy production in the community during the last year:

Products of the Grove City Creamery for the year ended June 30, 1920,

Butter.	Con- densed skim milk.	Cheese.					Casein.
		Swiss.	Camem- bert.	Roque- fort.	Cheddar.	Cottage.	
<i>Pounds.</i> 555,909	<i>Pounds.</i> 828,065	<i>Pounds.</i> 112,927	<i>Pounds.</i> 7,737	<i>Pounds.</i> 12,378	<i>Pounds.</i> 21,393	<i>Pounds.</i> 230,968	<i>Pounds.</i> 30,773

The exhibit contains samples of the butter, condensed milk, and casein, and the Swiss, Camembert, and Roquefort cheese made at the Grove City creamery. Information as to methods and cost of manufacture, and the prices received for these products, is available.

These products and the related information are presented for the benefit of those interested in dairy manufacturing. Study them carefully; some of them may be manufactured profitably in your locality.

THE SWISS-CHEESE FACTORY.

Can Swiss cheese equal to the imported product in quality and uniformity be made in the United States?

A few years ago the answer might have been "No." To-day it is more likely to be "Yes."

By the method of using prepared cultures developed by the Dairy Division, and demonstrated in this exhibit, quality in Swiss cheese has become almost a certainty. Taking advantage of this fact, the Grove City creamery began the manufacture of Swiss cheese in 1919.

One hundred pounds of milk containing 3.25 per cent butterfat will make about $8\frac{1}{2}$ pounds of cheese, and besides from one-half to three-fourths pound of fat suitable for buttermaking can be recovered from the whey. If the cheese is of first quality it will bring 45 cents a pound. True, a considerable portion of the Swiss cheese now made in this country is of inferior quality, bringing only 35, 30, or even 20 cents a pound; but by careful manufacturing and the use of proper cultures, it is believed that these low grades can be largely eliminated.

The exhibit not only shows the process of making and curing Swiss cheese, but also illustrates new methods introduced by the Dairy Division, which, if properly applied to high-grade raw material, should make the domestic Swiss equal to the imported. The

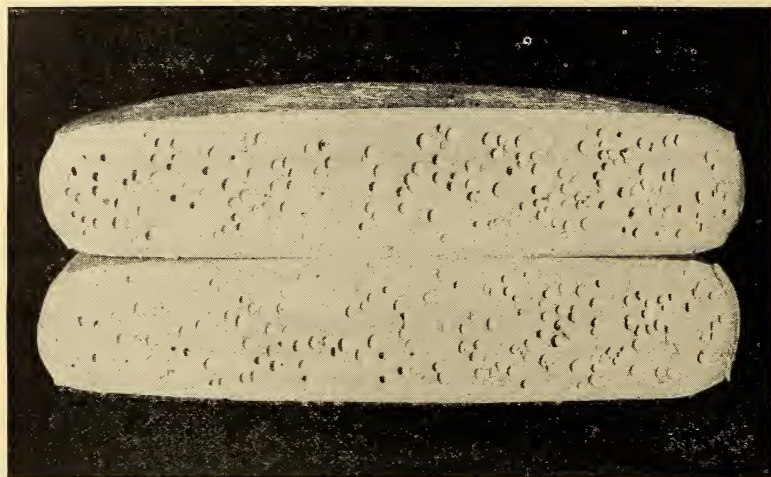


FIG. 1.—Type of the high-quality domestic Swiss cheese made at Grove City, Pa.

peculiar flavor and the holes or eyes of Swiss cheese are the result of the growth of certain bacteria which the maker tries to encourage. In the laboratory adjoining the miniature factory the bacteriologists grow and prepare for distribution to factories two types of bacteriological cultures. One develops acidity in the cheese so rapidly that the undesirable bacteria are suppressed; the other, which grows more slowly, gives the cheese its characteristic eyes and flavor.

The exhibit includes a warm and a cold curing room, the former to encourage the formation of eyes, the latter to hold the cheese for the slow development of the delicate flavor which is found in the finest grades.

COW-TESTING-ASSOCIATION EXHIBIT.

The Grove City district has one of the 468 cow-testing associations that are now at work in the United States. The results at Grove City and elsewhere are shown and explained in the cow-testing-association booth. An illuminated exhibit of maps and charts shows the location of all the associations and gives their growth in numbers each year since the work began, in Newaygo County, Mich., in 1906.

Two years' records from the Grove City association are now available, and the figures on one chart show clearly what a cow-testing association does for a dairy community. For the second year, the figures show an average gain, per cow, of 656 pounds of milk, 36 pounds of butterfat, and \$30.58 income over cost of feed.

The cow-testing-association booth shows a mechanical device that vividly compares the records of low and high producing dairy cows. By means of butter cartons the records of cow-testing-association cows appear in contrast with average cows and also with world-record cows. It has been estimated that the average dairy cow produces 160 pounds of butterfat in a year. Association cows average about 246 pounds. The world's record is 1,205.09 pounds, or about $7\frac{1}{2}$ times as much as the average for all the dairy cows in the United States.

The cow-testing-association booth is well supplied with bulletins and circulars that tell how to conduct the work and what results may be expected. On the wall are a dozen charts that tell the story of the progress made in the Grove City association and the Newaygo County (Mich.) association, and that show the results of the tabulation of more than 40,000 individual cow records. One chart defines a cow-testing association as "an organization of about 26 farmers who milk cows and who cooperatively employ a man to test their cows for economical production." The charts show clearly that it pays a dairyman to know the feed and production records of his cows and to feed each cow according to known production.

COW-TESTING-ASSOCIATION DEMONSTRATION HERD.

Can you tell by the appearance of a cow how many pounds of milk she will produce in a year? If so, can you tell what her milk will test? Can you tell by observation how much roughage and grain she has consumed to produce that milk and butterfat—in other words, how much it has cost to feed her for a year? If not, you had better stop and study the demonstration herd.

This herd consists of 12 cows whose feed and production records have been carefully kept for a year or more in a cow-testing association. From the conformation and general appearance of each cow, you are invited to estimate her production of milk and butterfat and

her earnings over cost of feed. Then compare your estimates with the cow-testing-association records.

In untested herds sentiment often plays a large part in selection. Too frequently the favorite cow is not the most profitable producer, and it is through the cow-testing association that the best cows are selected for production and breeding purposes. The association also furnishes an accurate yearly record of the milk and butterfat production and of the feed consumed by each individual in the herd.

The exhibit shows how the cow-testing-association records enable the farmer to determine the value of different methods of dairy management, such as the feeding of soiling crops, silage, and alfalfa;



FIG. 2.—In this animated exhibit a cow of high production jumps over the moon, while another—a less profitable cow—fails to do so.

when to supplement the pastures with other feed, and the relative merits of different dates of freshening. By comparing the records of the dams and daughters, the cow-testing association also furnishes definite information as to the true value of dairy sires. In short, the records furnish the information necessary for the building up of high-producing profitable dairy herds.

The cows in the demonstration herd are from a Wisconsin cow-testing association. The owners of the cows will be there, and they as well as the man in charge of the exhibit will answer questions regarding the records and care of each cow. These men are also ready to give information on the organization and management of cow-testing associations, and the progressive dairyman will find there a practical lesson.

That bull associations are important in the development of a community is indicated by results at Grove City, where there are two associations—one a Holstein and the other a Jersey.

The reduced cost of providing good purebred bulls is an advantage of the association that first appeals to the dairyman; but the outstanding advantage is that bulls owned by the association are kept until their daughters are tested. Bulls of great value, owned by individuals, have frequently been slaughtered before their value was known. Through the bull associations, however, bulls worth thousands of dollars have been saved for use as long as they live.

In addition to the advantages mentioned, bull associations establish permanently in a community a certain breed or breeds. This is an important feature from a marketing point of view, as breeders can supply the demand for carload lots of cattle of uniform breeding.

More than 120 communities in the United States now have active bull associations, and in other communities the work is strongly indorsed.

The bull-association booth contains some of the results obtained in 78 associations in the United States in 1919. A map of a bull association shows graphically the organization, the average number of blocks, average number of members, location of blocks and members, and number of cows in a typical association.

The photographs of typical association bulls and their progeny, tabulation of growth of associations, and a model of a bull-association block, shown in this exhibit, throw further light on the method of operation and the results obtained in the various associations.

The exhibit is the medium through which the 2,978 farmers from 27 States tell you what they have accomplished. Where graphic illustration fails to give the information desired, the specialist in charge of the work will personally convey the message.

CONTROL OF INFECTIOUS DISEASES.

Previous to April, 1918, the Grove City community had practically no tuberculin-tested cattle, with the exception of a few which had been tested for interstate shipment. During the early part of 1918 systematic disease-control measures were begun and from April, 1918, to May, 1920, 387 herds, consisting of 4,988 animals, were tested under the accredited-herd plan. Of these, 148 herds are already accredited and others are in process of becoming so.

Four per cent of all cattle tested in the vicinity have been found to be tuberculous, which is about the average for all cattle tested in the United States. Owing to cooperative control measures, other infectious diseases are causing only small losses in the Grove City community.

Dairymen and extension workers interested in disease control will find in the exhibit specimens of actual tissues, showing lesions caused by various diseases, especially tuberculosis and abortion. A study of the models of carcasses of two cows—one in which the organs are normal and one in which the organs and glands are affected with tuberculosis—will give a concrete idea of the nature of the disease.

Charts showing progress of disease-control work with Texas fever, scabies, foot-and-mouth disease, tuberculosis, and other disorders, will be found in the exhibit, as well as photographs and charts of diseased herds and a record of the work in local areas.

"BETTER SIRES—BETTER STOCK."

Among the exhibits showing Government activities in behalf of better livestock and community development is a booth explaining the Nation-wide "Better Sires—Better Stock" movement. Features of this exhibit are three wheels of chance which visitors will be invited to spin. These wheels show with mathematical certainty why the user of scrub bulls obtains calves of inferior quality, while the wiser breeder who uses purebred bulls reaps the rich reward of proper selection. But unlike the games of chance which leave the visitor poorer though wiser, the Government wheels enable him to depart richer in breeding information.

A series of pictures, under the title "Bankrupts of Nature," is another part of the "Better Sires—Better Stock" exhibit. The pictures, with explanations, show prehistoric animals which were unable to survive the competition of other animals or to satisfy human needs. As a result these animals have become extinct. Scrub bulls are included in the group as the next class of livestock to become a bankrupt of nature. Still another group of pictures illustrates graphically how and why a well-bred productive cow is foster mother of more babies than an inferior scrub cow.

Although dairy cattle will be given prominence at the "Better Sires—Better Stock" booth, the principles of breeding illustrated apply equally well to other kinds of livestock. Besides being of value to breeders and persons interested in developing dairy herds, the better-sires exhibit includes suggestions to county agents and extension workers seeking effective means of improving livestock in their communities.

COST OF MILK PRODUCTION.

Consumers and others often think that the farmer is getting too much for his milk. The only way to settle the question is to have definite, concise figures on the cost of producing milk in each community. The Dairy Division has organized community groups in 7 States for this purpose. Each group consists of about 20 repre-

sentative dairy farms, with a supervisor in charge. Cost items are collected in terms of quantity rather than price, wherever possible. Results may then be interpreted at any time, using prevailing prices.

Data from four of the States studied—Indiana, Vermont, North Carolina, and Washington—will be available at the exhibit. These data include the requirements for producing 100 pounds of milk, requirements for keeping a cow one year, cost of keeping a bull, and other useful information.

A market milk specialist will be in charge of the exhibit to answer questions.

MINERAL REQUIREMENTS FOR MILK PRODUCTION.

In order to produce milk liberally cows must have a variety of chemical compounds in their feed, in sufficient quantity. If any one of these compounds is not supplied in sufficient quantity, the amount of milk given will be limited sooner or later by the amount of that compound in the feed, no matter how liberally all the other elements are supplied. The milk yields may not be immediately reduced by the lack of some necessary element in the feed, because for a time the cow may be able to supply the element in question from the substance of her own body.

An exhibit on this important subject shows that even when cows receive as much protein and total nutrient as is required by the feeding standards their milk yield may gradually decrease until, after several years, it is less than half of what it might be.

But the yields of cows so fed for some years may be increased by feeding sodium phosphate during their dry periods. These results indicate that the elements most likely to be insufficient in the ordinary dairy rations are the bone-building elements, calcium and phosphorus.

Persons interested in increasing the milk production of their cows will find it to their advantage to visit this booth.

THE BANK IN THE DAIRY COMMUNITY.

The activity of a national bank of Grove City in the development of dairy enterprise in its community has been to make working capital immediately and easily available to the farmer.

Though this is the function of any bank alert to its opportunities, the bank referred to has conducted a systematic campaign to cultivate among its patrons, especially dairy farmers, the habit of getting the best.

The bank was not content with the mere furnishing of funds, at current rates, for the purchase of improved stock. Its officers have personally interested themselves in the purchase and distribution of purebred animals and have cooperated with the dairy husbandman connected with the creamery in many other lines of dairy-develop-

ment work, thus making the service of the bank, instead of coldly commercial and financial, a vitally helpful ministry.

In the bank booth will be found a representative of the bank, who will be glad to discuss how other banks may aid in developing dairy communities. The following activities have featured the work in Grove City. They are applicable to other communities.

Purebred importations.—Since 1916 the bank has assisted in the purchase and distribution, among farmer patrons of the creamery, of 12 carloads of purebred tuberculin-tested dairy cattle. In the immediate vicinity of Grove City there are now more than 250 farmers owning one or more purebred dairy animals.

Boys' and girls' clubs.—Several carloads of purebred heifers were distributed to boys and girls of the community, the bank accepting in payment renewable notes.

Breeders' associations.—Three breeders' associations were organized in the community with the cooperation of the officers of the bank. The bank has financed the somewhat extensive purchase of the best available bulls.

Accredited-Herd Association.—One of the most effective organizations which the bank has cooperated in organizing is the accredited-herd and sales association. The herds of all members are tested for tuberculosis and accredited accordingly, and the member herds make up more than one-half of all the accredited herds in the State.

Dairy stock show.—The bank for the last five years has provided the prizes for the annual Grove City Dairy Stock Show, and its officers have been active in making the show the dairy event in that section of Pennsylvania.

Thrift clubs.—The bank has organized thrift clubs among the school children in a number of country districts. The members of these clubs receive personal instruction from officers of the bank in the processes of banking.

The Grove City National.—For more than three years the bank has been publishing a monthly paper, The Grove City National, devoted entirely to subjects of agricultural and particularly of dairy interest. In addition there are selected editorials, the monthly creamery report, the detailed report of the Grove City Cow-Testing Association, the sales list of the Accredited-Herd Association, and a classified list of farm products, animals, and equipment for local sale or exchange. No charge is made for these notices, and the paper is sent free to every farmer in the community and to others who wish to receive it.

THE MILK-UTILIZATION EXHIBIT.

In many communities there is need of increased consumption of milk as a means of combating undernourishment and improving health, especially among children. Community milk campaigns have been especially effective for this purpose, and many of the more progressive cities and communities, including Boston, Detroit, Pittsburgh, Seattle, Spokane, and others, have already held successful



FIG. 3.—A result of a milk campaign; drinking milk for health and mental alertness at a public school.

campaigns. An exhibit on this subject shows just how the urban and rural campaigns are organized and what they can accomplish toward increasing the use of milk in the home, particularly by children. This is stated in terms of improved health, conduct, and scholarship.

Milk-feeding demonstrations with children will be featured each day. These will show how to conduct such demonstrations in the public schools as well as in the home. The increase in weight of undernourished children, when a pint or a quart of milk is given

each one in addition to the regular diet, is illustrated by charts prepared from actual tests.

What have the milk campaigns done toward utilizing supplies of whole milk as such? The answer, given in terms of quarts of milk and their value, is a surprise for those not familiar with the work.

Another interesting part of the exhibit shows milk posters prepared by school children, and also some of the prize-winning essays entered in the contests.

A second exhibit is interesting not only because it drives home the point that milk makes for improved health, but because the idea came from a poster prepared by a fifth-grade schoolboy in one of the poster contests. A "Fort of Ill Health" is being demolished by milk-bottle shells, milk-bottle bombs, and milk-bottle soldiers.

How community health has improved because of an increased use of milk is illustrated with charts. The value of milk as a food is emphasized by showing its unexcelled protein efficiency, its lime efficiency, and the value of butterfat for growth and health.

Is there a need for a milk campaign in your community? Visit this exhibit and talk with the milk-utilization specialist in charge. Consumers, dairymen, and extension workers especially, will obtain valuable information and suggestions.

DAIRY-STATISTICS EXHIBIT.

Dairy statistics not only show what has happened in the past, but by indicating the trend of the industry they also throw some light on the future. The successes or failures of dairy enterprises throughout the world are written in the dairy statistics of each country, and the facts represented here become interesting when a new enterprise is to be begun or a campaign launched, whether in a community, in a State, or in an entire country.

In the exhibit of dairy statistics will be found simple charts indicating the progress, trend, and development of dairying in the United States and other countries. The war's effect on dairying throughout the world, as well as the extent to which the countries have been able to "come back," is shown.

Look over the following questions. If you can not answer them you will do well to stop at the statistics booth and obtain the latest figures compiled by the Department of Agriculture.

How many cows are there in the United States?

What is the average annual production of milk per cow?

How do our cows compare in production with those of other countries?

How much butter, cheese, condensed milk, etc., are we producing?

How much butter, cheese, etc., are we exporting? Importing?

How much of each of these products is consumed per capita in the United States?

What is the per capita consumption of butter and cheese in other countries?

These last two questions are answered in a striking way through the use of models showing the exact quantities of butter and cheese consumed each year per capita in the different countries, as well as the per capita consumption of all dairy products in the United States.

FORAGE-CROP EXHIBIT.

Successful dairying in any community is so dependent upon an all-year supply of highly nutritious succulent feed, green or silage, and properly maintained meadows and pastures, that no efforts are spared by the Department of Agriculture in its search for and study of such crops as will best serve the dairymen in all sections of the United States.

The Office of Forage Crop Investigations of the Bureau of Plant Industry presents in a series of transparent colored photographs an instructive and attractive exhibit illustrating the value and utilization of important forage crops in various sections of the United States.

It is interesting to note among the many forage crops introduced by the Department of Agriculture such excellent examples as Peruvian and Arabian alfalfas, numerous superior soy-bean varieties, purple vetch, Chinese and Yokohama velvet bean; Early buff, Groit, and Brabham cowpeas; Sudan, Rhodes, and other valuable grasses; feterita, Honey, Red Amber, Pink Kafir, and other sorghums; Siberian and Kursk millets; and a host of other valuable forage plants.

MARKETING DAIRY PRODUCTS.

Accounting methods in dairy marketing organizations.—The efficient manager of a dairy establishment should know at all times not only the true condition of the business as a whole, but also which departments are conducted at a profit and which at a loss.

The true condition of the business is reflected in a proper system of accounting. It is the aim of the Bureau of Markets to make its work specifically helpful to organizations marketing farm products.

Extensive studies of accounting requirements for creameries and milk plants and the cost of marketing milk are now being made, with a view to effecting more economical methods. Bulletins describing systems of accounting are available for free distribution.

The accountant in charge of the booth will furnish interested persons with any additional information regarding the assistance that the Bureau of Markets renders to dairy manufacturing and marketing concerns.

Market reports on dairy products.—Telegraphic connections with the Chicago office of the bureau (Room 516, City Hall Square Building, 139 North Clark Street), which in turn is connected by leased telegraph wires with the other eastern offices, enable reports from all the markets to be available in the bureau's booth at the Dairy Show.

The attendant at the booth will be glad to furnish interested persons with any additional information desired regarding the market reports on dairy products or other lines of dairy marketing work conducted by the Bureau of Markets.

Market inspection of dairy products.—A market inspection service on butter is provided by the Bureau of Markets at Boston, Chicago, New York, and Philadelphia. On application, the inspectors at those markets will certify as to the quality and condition of butter received in interstate commerce. This service has been very widely used by both shippers and receivers. The attendant in charge will furnish additional information regarding this service to those interested. He will also demonstrate the methods of butter inspection, using samples of butter on exhibit for that purpose.

Dairy marketing statistics.—The question is often asked by producers, manufacturers, and distributors, "Where can we obtain dependable market information on the dairy industry?" The Bureau of Markets through its market-news service on dairy products compiles the essential data and information, and is now in position to place this information in the hands of interested persons. Reports on the amounts of different kinds of dairy products manufactured are received from more than 10,000 firms representing about 95 per cent of the total production. From this and other sources data are compiled, and such information as total production, stocks in storage, receipts at terminal wholesale markets, exports, imports, prices, etc., are available and will be furnished to any one making request for them.

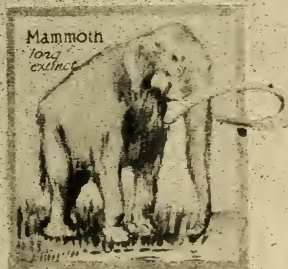
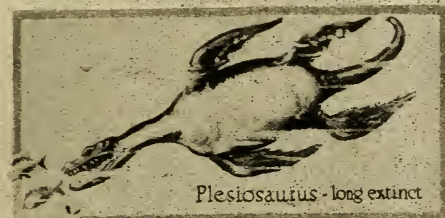
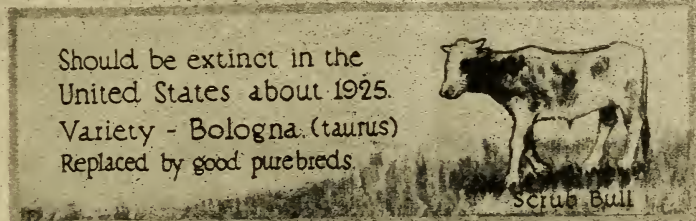
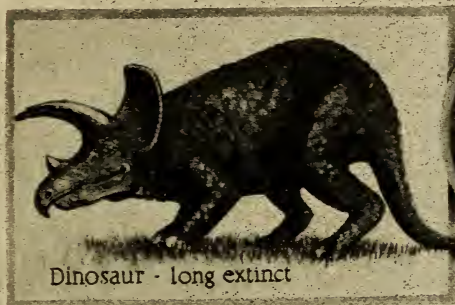
Sample reports, charts, graphs, and other information comprise a part of the exhibit. Leave your name and address with the representative in charge for any information desired.

Cooperative purchasing and marketing.—During recent years there has been a rapid development and a largely increased interest in cooperative organizations among farmers. The exhibit relating to cooperative marketing will give visitors timely information regarding the organization of cooperative marketing associations.

The exhibit consists of charts and maps which place emphasis on points of importance in organizing cooperative marketing enterprises. These charts show some of the accomplishments of cooperative marketing, essential features of good organization, and requirements for success in cooperative marketing enterprises.

BANKRUPTS OF NATURE

They couldn't stand competition
or meet human requirements.

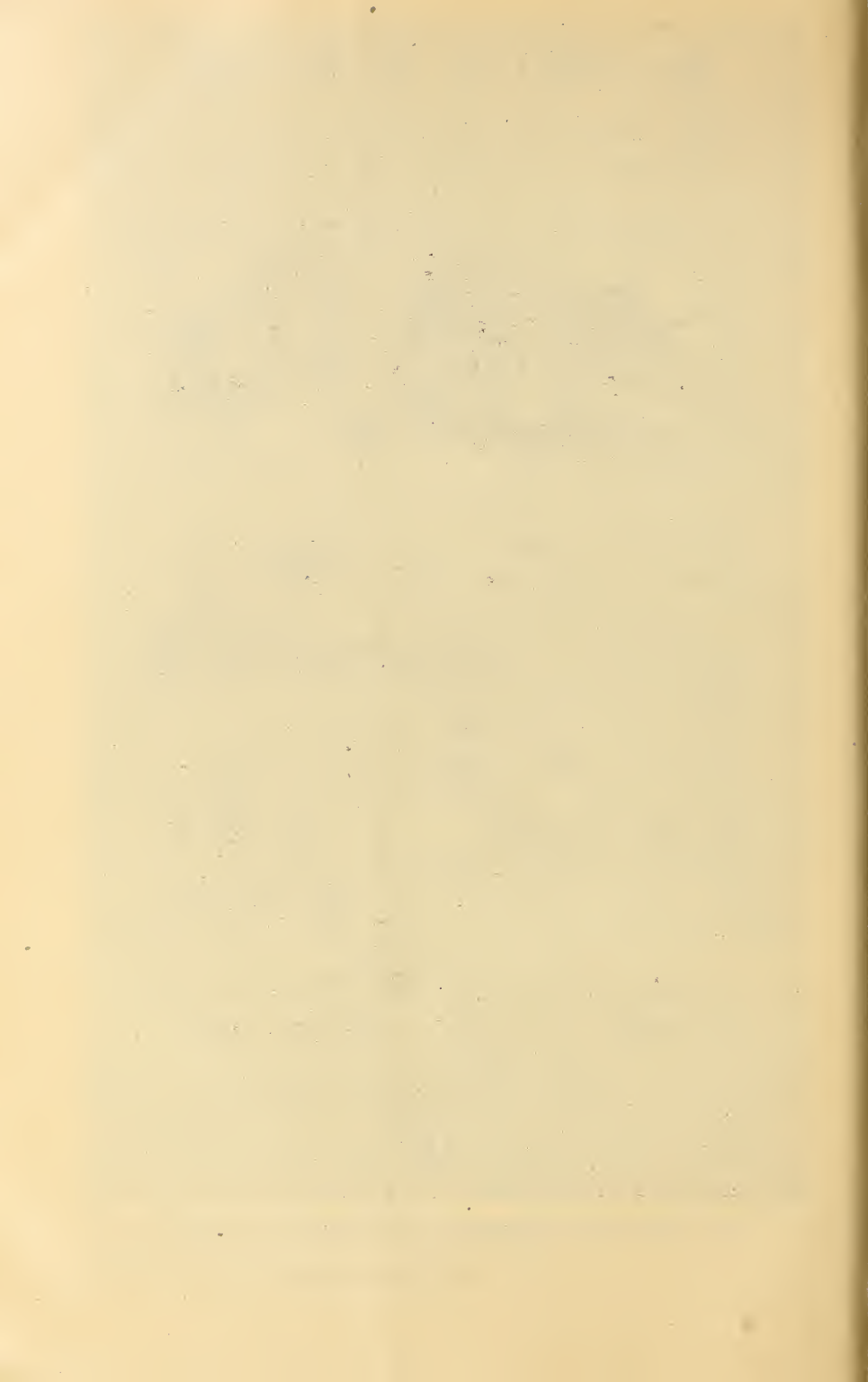


Useless Animals in Time Become Extinct
Have you any of these on your farm ?

"Better Sires - Better Stock"



FIG. 4.—Facsimile of one of the charts in the "Better Sires—Better Stock" booth.



How Dairying Developed a Community



